

FEB 2 1949

PROGRAM OF SAN FRANCISCO REDEVELOPMENT
AGENCY FOR EIGHTEEN MONTHS BEGINNING
JANUARY 1, 1949 AND ENDING JUNE 30, 1950

1. PUBLIC INFORMATION:

San Francisco leads every other city in the West in steps taken by the Mayor and the Board of Supervisors toward redevelopment of its blighted areas. Still, because the activity is so new and directly affects so many people, a vigorous public information program is necessary to gain public support for the actions yet to be taken. Better understanding by the general public, and particularly by residents of the redevelopment area, will make easier the solution of the numerous problems to be solved in the process of redevelopment. Sooner or later, furthermore, the public must be called upon to provide rather substantial local financial assistance to match funds which probably will be available from the Federal and possibly the State governments.

The Redevelopment Agency's public information program will include:

a. Talks and discussions before groups by the Director and members of the Agency;

b. Stimulation of continued study and discussion by some groups; supplying such groups with study and discussion material;

c. Preparation and distribution of leaflets, photographs and displays, projection slides or movies;

d. Participation and integration of people and groups in the Agency's program; asking them

for advice, creating a sense of "being on the inside" in advancing the program;

e. Publicity through normal channels, i. e. newspapers and radio.

This activity will require printing, preparation of well written and effectively designed printed materials, photographs, slides, radio scripts, etc., for which some professional and temporary help must be employed.

2. TENTATIVE PROJECT PLAN:

Under the Community Redevelopment Act of California the next step in redevelopment in San Francisco is the preparation and adoption of the Tentative Project Plan. This is a plan for a section out of the entire Western Addition Redevelopment Area which has been established by the Board of Supervisors. It is principally a physical plan, including a description of conditions of blight and the detrimental social effects therefrom, and generally establishing the requirements of a new site plan under redevelopment.

Adoption by the Board of Supervisors of a Tentative Project Plan is for the purpose of "freezing" further improvements in the Area and giving the Agency and others a definite area in which to develop the Official Project Plan. The date of adoption of the Tentative Plan depends on many factors but particularly on the availability of funds for the Agency to do its part, and on the interest of potential redevelopers. It now appears likely that Federal funds will be available by July 1, 1949. The likelihood of obtaining local matching funds may be estimated at that time. The interest of potential redevelopers remains to be de-

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terminated. (See part 5 below.)

It probably would be unwise for the Board of Supervisors to adopt a Tentative Project Plan before the date of beginning operations in the Area at least can be determined. On the other hand, further improvements in the Area should be discouraged as soon as such restrictions reasonably can be imposed. Once the Tentative Plan is prepared, however, it can be adopted at any reasonable time subsequently, with no more than minor revisions. Its preparation alone will give the Agency a definite area with which to work even though minor modifications subsequently are made.

To prepare the Tentative Project Plan, physical data on the Area must be brought up to date. Adoption of the Plan, which constitutes the first interference with property rights, is a step which should not be taken with anything less than current and complete facts on hand. Presently available information is ten years old. The new site plan must be brought into conformity with the general land use pattern of the whole area which is being affected by new developments in transportation, schools and recreation. While the City Planning Department is responsible for this Tentative Project Plan, the cooperation of the Agency is required and necessary. Professional and temporary help will be needed for the survey of physical conditions; materials will be needed for tabulating, and temporary help for drafting.

3. ASSISTING IN THE SOLUTION OF PROBLEMS OF PEOPLE IN PROJECT AREA:

Factual knowledge forms the basis of assisting people in

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the Project Area with their problems. Presently available economic and social data is both obsolete and sketchy. More complete and specific information is needed concerning the families living there, family sizes, ages, incomes, rents paid, etc. More information is needed on commercial activities, community facilities, churches, social groupings, etc. Much of this information can be obtained along with the survey of physical conditions under paragraph 2 above, increasing the cost of the one survey but reducing substantially the cost of two.

It is hoped that the Tentative Project Plan can be prepared and the data obtained relative to the problems approximately during the first six months of the Agency's operation.

4. OFFICIAL PROJECT PLAN:

When the Tentative Project Plan has been prepared and the additional data regarding problems obtained, work can begin intensively on the next step under the Community Redevelopment Act - the preparation and adoption of the Official Project Plan. This Official Plan will be the hub around which San Francisco's policies concerning redevelopment will be formed. The process is a complicated and difficult one.

Among the important steps which must be followed in preparation of the Plan are the following:

- Plan for owners participation;
- Alternative plan if owners do not participate;
- Economic analysis;
- Proposed financing;
- Method of acquisition of lands;
- Possible provision for issuance of bonds by the Agency.

In the adoption of the Project Plan, the following are major

steps:

- Public hearing;
- Consideration of alternative plans which may be prescribed;
- Obtaining conformity of such alternative plans with Master Plan;
- Provision for funds from the community if needed;
- Findings relative to relocation housing;
- Provisions for effecting redevelopment as planned.

In this process innumerable conferences will be required with people in the Area, citizens groups, special interest groups, and potential redevelopers. Numerous proposals will have to be explored and discussed; ideas will have to be exchanged and adjusted as policy is developed. Potential redevelopers will have to be assisted with site plans. Federal or State funds will have to be sought.

Special studies will have to be made: housing availability for displaced persons, market for dwellings in redevelopment projects, land acquisition costs, etc.

Progress on the Official Project Plan will depend very largely on the Agency's ability to interest private capital in redevelopment. Progress will depend also on the success of the San Francisco Housing Authority in providing relocation housing for the low-income families in the Area, and on the recurrence of vacancies elsewhere for those families in the Area whose incomes make them ineligible for public housing. It is likely that more than a year will be required and the great amount of time involved will require the full time of a professional person in addition to the Director. Additional professional consultants will be required for specialized studies and some additional temporary help will be needed as well, approximately for the year

beginning July 1, 1949 and ending June 30, 1950, and probably beyond that time.

5. OBTAINING INTEREST OF REDEVELOPERS:

Early discussions are to be held with banks, insurance companies, builders, and other potential redevelopers to obtain an indication of their interest in building in the Project Area, their attitude toward building under current construction costs, the type of financing arrangements which are attractive to them, assistance the Agency can render them in developing plans, etc. Such discussions will become more frequent and specific during the year when the Official Project Plan is under preparation. This responsibility will fall largely on the Director and will require travel, probably to the East to talk with Eastern sources of capital.

6. REDEVELOPMENT AND HOUSING LEGISLATION:

Because of the importance to San Francisco of national and state redevelopment and housing legislation currently being considered, it will be necessary for the Agency to keep informed of all such legislation to analyze its applicability to San Francisco and make recommendations which will be to San Francisco's benefit. This activity will be largely the responsibility of the Director.

7. OTHER REDEVELOPMENT AREAS:

Although most attention thus far has been devoted to the Western Addition as a redevelopment area, the Master Plan of San Francisco recognizes the necessity for the ultimate redevelopment of other blighted areas in the City.

Now that the Agency has been established, it is timely that the Agency cooperate with the City Planning Commission in formulating a long-term, city-wide redevelopment program. Declaration of other redevelopment areas by the Board of Supervisors will help create community-wide interest in redevelopment and the benefits to be derived therefrom. Such community-wide interest and support will be necessary before the Agency can act in any part of the City. Declaration of other areas also may stimulate property owners in such areas to take the initiative in appealing to the Redevelopment Agency for assistance in redevelopment projects.

The Agency should request the City Planning Commission specifically to recommend other blighted areas for declaration by the Board of Supervisors and to develop suggested project plans within those areas. The Redevelopment Agency will need to assist the Planning Commission in studying the feasibility of suggested redevelopment activities, long-range timing and relating the city-wide program with the Agency's intensive efforts in the Western Addition. The Agency will require some temporary help and additional professional personnel on a contract basis for this purpose.

8. INTEGRATION WITH CITY DEPARTMENTS:

Many departments of the City and County will be involved in redevelopment. Their agreement on proposed action is essential. Such agreement will come about most easily if they are kept informed and their advice sought at all stages of progress. Frequent personal contacts, as well as official communications, will be helpful in this regard.

